

O I P E JC178  
FEB 13 2003  
PATENT & TRADEMARK OFFICE  
Title: "METHOD FOR ESTIMATING THE EFFECT OF  
CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR  
CONCEPT PERFORMANCE"  
Inventors: William E. Harvey et al.  
Serial No.: 10/020,637 Docket No.: 17373

PREFERENCE FACTORS	CUMULATIVE PREFERENCE FACTORS	RESULT
BASE PREFERENCE	BASE PREFERENCE	BASE PREFERENCE
DOWNSIDE	BASE PREFERENCE + DOWNSIDE	ATTAINED OVERALL PREFERENCE
UPSIDE	BASE PREFERENCE + DOWNSIDE + UPSIDE	BEST PREFERENCE
NOT REACHABLE	BASE PREFERENCE + DOWNSIDE + UPSIDE + NOT REACHABLE	TOTAL POSSIBLE PREFERENCE=100%

FIG. 1

O I P E SC178  
FEB 13 2003  
PATENT & TRADEMARK OFFICE  
Title: "METHOD FOR ESTIMATING THE EFFECT OF  
CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR  
CONCEPT PERFORMANCE"  
Inventors: William E. Harvey et al.  
Serial No.: 10/020,637 Docket No.: 17373

Hypothetical Upside/Downside Plot

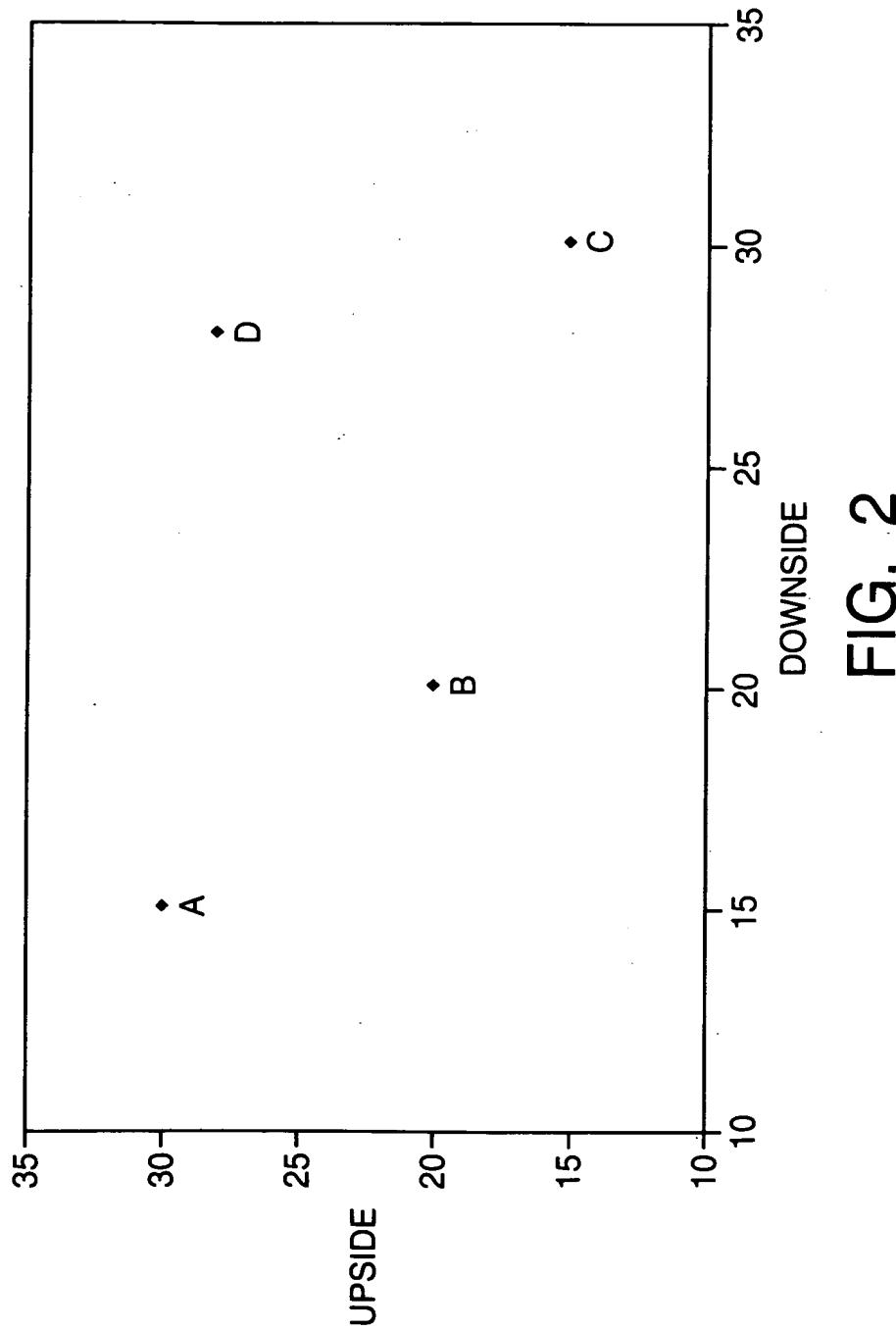


FIG. 2



Title: "METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR CONCEPT PERFORMANCE"  
 Inventors: William E. Harvey et al.  
 Serial No.: 10/020,637 Docket No.: 17373

TEST PRODUCT	UPSIDE/DOWNSIDE					ATTRIBUTE PREFERENCE %
	BASE PREFERENCE %	DOWNSIDE %	UPSIDE %	BEST %	NOT REACHABLE %	
BETTER QUALITY	26	29	41	96	4	42
KEPT YOU DRIER	31	24	37	92	8	40
BETTER FIT OVERALL	26	29	36	91	9	45
MORE COMFORTABLE	32	23	36	91	9	38
FELT SECURE	16	39	35	90	10	53
EASY ON/OFF	47	8	33	88	12	20
BETTER PROTECTION	23	32	32	87	13	50
FEEL LIKE UNDERWEAR	36	19	30	85	15	38
LOOK LIKE UNDERWEAR	41	14	28	83	17	34
FIT AT LEGS	43	12	26	81	19	31
MORE ABSORBENT	25*	30*	25	80	20	54
FIT AT WAIST	34	21	24	79	21	47
LESS NOTICEABLE	49	6	20	75	25	23
TEST PRODUCT	OVERALL PREFERENCE %					55

\* = CAUTION: SMALL BASE ( $N \leq 30$ ) USED IN CALCULATION

FIG. 3A



Title: "METHOD FOR ESTIMATING THE EFFECT OF CHARACTERISTICS ON PRODUCT PREFERENCE AND/OR CONCEPT PERFORMANCE"  
 Inventors: William E. Harvey et al.  
 Serial No.: 10/020,637  
 Docket No.: 17373

### CONTROL PRODUCT

#### UPSIDE/DOWNSIDE

BASE PREFERENCE	DOWNSIDE	UPSIDE	BEST	NOT REACHABLE	NO PREFER- ENCE ON ATTRI- BUTE	
					ATTRI- BUTE PREFER- ENCE	%
(NOTE: ATTRIBUTES ARE SPECIFIC TO EACH TEST)					%	%
BETTER QUALITY	18	58	93	7	23	35
KEPT YOU DRIER	11	39	74	26	23	38
BETTER FIT OVERALL	23	44	79	21	35	20
MORE COMFORTABLE	23	47	82	18	33	29
FELT SECURE	23	56	91	9	29	18
EASY ON/OFF	11	34	69	31	24	56
BETTER PROTECTION	18	49	84	16	27	23
FEEL LIKE UNDERWEAR	19	41	76	24	32	30
LOOK LIKE UNDERWEAR	12	26	61	39	32	34
FIT AT LEGS	14	29	64	36	33	37
MORE ABSORBENT	14*	47*	82*	18*	23	23
FIT AT WAIST	15	41	76	24	28	26
LESS NOTICEABLE	5	15	50	50	23	53

CONTROL  
PRODUCT

%

35

OVERALL PREFERENCE

NO OVERALL  
PREFER-  
ENCE  
%

10

\* = CAUTION: SMALL BASE ( $N \leq 30$ ) USED IN CALCULATION

FIG. 3B